

Claims:

1. A method for providing web page content, comprising:
receiving user data;
providing at least a portion of said user data to an ad network;
receiving electronic data from said ad network; and
publishing web page content on a web page, wherein said web page content is based at least in part on said electronic data.
2. The method of claim 1, wherein said publishing comprises:
generating web page content by use of said electronic data.
3. The method of claim 2, wherein said generated web page content comprises generating an ad.
4. The method of claim 3, wherein said ad comprises a text-based ad.
5. The method of claim 1, wherein said receiving user data further comprises being provided with electronic data, wherein said electronic data comprises data provided by a user.
6. The method of claim 5, wherein said data provided by a user comprises one or more search terms.

7. The method of claim 5, wherein said data provided by a user comprises at least a portion of a Uniform Resource Locator (URL), wherein said URL identifies a web page requested by a user.
8. The method of claim 7, wherein said web page requested by a user comprises a first web page.
9. The method of claim 8, wherein said publishing web page content comprises publishing web page content on a second web page.
10. The method of claim 9, wherein said first and said second web page are associated with differing URLs
11. The method of claim 8, wherein said first web page comprises a search engine web page.
12. The method of claim 9, wherein said second web page comprises a publisher web page.
13. The method of claim 1, wherein said ad network is capable of parsing at least a portion of said user data.
14. The method of claim 13, wherein said receiving electronic data from said ad network comprises:

determining a correlation for at least a portion of the parsed data, wherein said correlation may be based, at least in part, on one or more database queries.

15. The method of claim 14, wherein said receiving electronic data further comprises being provided with correlation results, wherein said correlation results are determined by said ad network.

16. The method of claim 15, wherein said correlation results comprise data identifying an ad.

17. The method of claim 16, wherein said data identifying an ad comprises ad content.

18. A method for providing web page content, comprising:
receiving user data at a first web page;
parsing at least a portion of the user data;
querying one or more databases with at least a portion of the parsed data; and
providing one or more sets of electronic data, based at least in part on said query to a second web page.

19. The method of claim 18, wherein said receiving user data comprises receiving at least one query term;
wherein said querying comprises querying by use of said at least one query term; and
wherein providing one or more sets of electronic data comprises providing a generated ad in the form of electronic data to said second web page..

20. The method of claim 18, wherein said user data is received from a publisher web site that includes said first web page.
21. The method of claim 18, wherein said user data comprises one or more search terms.
22. The method of claim 18, wherein said one or more sets of electronic data comprise one or more ads.
23. The method of claim 22, wherein said one or more ads comprise one or more text-based ads.
24. The method of claim 18, wherein said data received comprises at least a portion of a Uniform Resource Locator (URL), wherein said URL identifies a web page requested by a user.
25. The method of claim 18, wherein said querying comprises determining a correlation between said received data and data stored in one or more databases.
26. A method of publishing a web site, comprising:
- receiving user data;
 - providing at least a portion of said user data to a web server;
 - receiving electronic data from said web server; and
 - publishing an ad on said web site, said ad being based at least in part on said electronic data.

27. The method of claim 26, wherein said publishing comprises:
generating said ad by use of said electronic data.
28. The method of claim 26, wherein said ad comprises a text-based ad.
29. The method of claim 26, wherein said receiving user data further comprises being provided with electronic data, wherein said electronic data comprises data provided by a user.
30. The method of claim 29, wherein said data provided by a user comprises at least a portion of a Uniform Resource Locator (URL), wherein said URL identifies a user requested web site.
31. The method of claim 30, wherein said user requested web site comprises a first web site.
32. The method of claim 31, wherein said first web site comprises a search engine web site.
33. The method of claim 31, wherein said web site publishing said ad comprises a second web site.
34. The method of claim 33, wherein said second web site includes ads from multiple advertisers.

35. The method of claim 26, wherein said web server is further configured to, in operation:
at least partially parse said user data; and
determine a correlation for at least a portion of the parsed data, wherein said correlation may be based, at least in part, on one or more database queries.
36. A system, comprising:
a web server;
a web site, wherein said web site is embodied at least partially on said web server,
and wherein said web site is capable of being accessed by a user;
an ad network, said ad network comprising multiple web servers;
said web site server being capable of sending electronic data to one or more web servers of said ad network, wherein said electronic data is based at least in part on data provided by said user, and wherein said one or more web servers of said ad network being capable of returning electronic data to said web site server, wherein said returned electronic data is based at least in part on said data provided by said user.
37. The system of claim 36, wherein said one or more web servers of said ad network are capable of returning electronic data in the form of one or more ads.
38. The system of claim 36, wherein said web site server is capable of generating an ad by use of said returned electronic data at least in part.
39. The system of claim 36, wherein said ad network is further configured to, in operation:
parse at least a portion of the sent electronic data;
query one or more databases with at least a portion of the parsed data; and

provide said returning electronic data based at least in part on said query.

40. A web page, comprising:

web page content, said web page content further comprising one or more ads, wherein said one or more ads are provided by an ad network, wherein said one or more ads are based at least in part on a Uniform Resource Locator (URL) associated with the web page.

41. The web page of claim 40, wherein at least one of said one or more ads comprise one or more text-based ads.